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Oral Presentations

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Challenges in herbal personalized medicine

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Traditional medicines have been used for years. They are the oldest and most diverse forms of healing that form the foundation of medical systems in many regions of the world. Every continent has its version of traditional medicine. Although modern medicine is the foundation of treatment nowadays, herbal and traditional medicine can help this system in various ways farther than it is estimated. WHO has been studying and working on traditional and herbal medicine for years and defines traditional medicine as “the sum total knowledge, skills and practices based on the theories, beliefs and experiences indigenous to different cultures, whether explicable or not, that are used to maintain health, as well as to prevent, diagnose, improve or treat physical and mental illness.” and is trying to help the world benefit from its different potentials. The positive benefits of T&M medicine are that they may not be as costly as modern therapies and medications, they are accessible for local communities, making them a vital part of well-being and the belief systems in these parts of the world. The practitioners use plants and herbal elements to treat a wide variety of ailments and diseases. Now it should be noted that the key element in medication in

traditional and herbal medicine is that it is a personal based therapy. Because of the lack of genetics knowledge in the older ages the factor interfered to dissociate patients for receiving the proper therapy they need was their phenotypical properties from skin color to height, weight, body mass, and etc. Herbal and traditional medicine does not have a specific pathway to cure an ailment because of the multicomponent structure of the drugs and therapies that are usually built up of a few herbal plants. Therefore comparing it to precision medicine is unsustainable. Precision drugs are medicines that trigger a reaction in the body that is easily measurable and identical. Modern practitioners although using traditional and herbal medicine in their personal life usually don't have the confidence and knowledge needed to interact with the medical situations they confront. In Iranian traditional medicine, “Mezaj” is a key concept in defining human health and disease. In this view, just as the fingerprints of no two people are the same, the “Mezaj” and composition of no two people are the same, and also in many diseases, certain changes occur in the “Mezaj” of the individual. It is believed that by dividing patients based on the type of disease and considering the individual “Mezaj” and the “Mezaj” of the disease and combining this issue with the specific “Mezaj” of drugs it can be more successful in predicting the effectiveness of the drug or the possibility of side effects. In other words, it is possible to shorten the path to pharmacogenetic goals based on the “Mezaj” phenotype.

Key words: *Herbal and traditional medicine, Pharmacogenomics, Mezaj.*